

BASIC CATEGORIES, CONCEPTUAL APPARATUS AND PROBLEMS OF COLOR LINGUISTICS AS A UNIQUE LINGUISTIC PARADIGM

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Abstract

The article describes the initial provisions of color linguistics as a scientific direction in modern linguistics based on the analysis of the lexical class of color designations in the Spanish language in comparison with the lexical class of color designations in the Russian language. Both the tradition of color studies in linguistics and the current state of linguistic research in this area are described. The article examines global problems of the relationship between the real world, consciousness and the ontology of language in linguistic, socio- and psycholinguistic, as well as in cultural aspects. The study allowed us to take a new look at language as a phenomenal phenomenon in human society. This article undertakes a comparative analysis of color designations in Russian and Polish. A distinctive feature of the analysis is that it was carried out on the material of closely related languages (on the productivity of such an approach, see, for example). At the same time, domestic linguistics is characterized by monolingual or polylingual studies, when a large number of languages, moreover, from different language families, are involved in the orbit of study - often within the framework of a psycholinguistic experiment.

Keywords: Linguistics of color, color studies, color notations, teaching foreign languages, linguacultural approach, Spanish language, language and culture, intercultural communication, language competence.

Introduction

The system of color designations is a culturally marked value of a given ethnic group, a part of the cultural heritage. The mechanism of transferring this value to subsequent generations is formed in the depths of a given ethnic community and is transferred, distributed, in particular, by such bearers of the personal consciousness of a given ethnic group as poets, including songwriters.

Commitment to a certain system of color designations, to its ethnolinguocultural values and significances, reflects the boundaries of ethnic groups.

While the system of anthropocentrically marked color names is built into a system of regulators and protective mechanisms of human society, the phenomenology of color designations of the world around a person turns them into a practically complex-structural linguistic substance of a socialized type.

Thus, using the example of color designations of food products, specific ways of “socialization” of color and mentalization of food ideas with the help of color names have been established. Due to the special use of the word white in the Spanish sociolinguistic area, cottage cheese, for example, belongs to the class of cheeses.

At the same time, food products often serve as prototypes of color words. At the same time, a product whose color is obvious to speakers of a given language community acquires completely different coloristic and, moreover, socio-value parameters in another language. This characteristic is especially inherent in lacunary names of color such as “banana” in Spanish. In general, the coloristics of the social environment of food products has, in contrast to the global emotional orientation of human color characteristics, a high functional load. It was possible to establish the main functions of color names in the food industry. Some of them - for example, terminological, nomenclature, stylistic, euphemistic, aesthetic, advertising, prototypical, cognitive functions, can be classified as universal functions of color words.

LITERATURE ANALYSIS

Artifact names containing color elements are interesting in terms of innovative language processes. Color formation algorithms are preserved in the language, but the results of nomination processes can only be described in terms of neology, although many color neologisms may seem colorless at first glance, for example, a cardboard box. Comparative color names such as “fuchsia blouse” are activated in the language. In this case, the color shade often depends not on its physical substance, but on the artifact painted in this color. Many color designations, one might say, have survived the centuries. These are socio-ethnically marked color names associated with traditional national artifacts: banners, costumes, fabrics, etc. The same type of color words include names of artifacts of rare colors and figurative-literary names. They are apparently located on the periphery of the nominative system of language, but are reliable keepers of linguistic potential in the area of color designation.

Color naming of natural objects is characterized by great “linguistic” activity. Their study allows us to discern in the linguistic essence a complex mediation of three diverse systems - phenomenality, biology and ontology. Hence, a natural derivative in the functioning of color naming systems is their divergent interlingual specificity. We will note here only the problem of prototyping, categorization and conceptualization. Paradoxically, different color definitions are imposed on the same prototypes, which leads, as a consequence, to the emergence of linguistically “conditioned” mental categories and concepts and a linguistically dependent configuration of the categorical-conceptual world of a certain native speaker.

DISCUSSION AND RESULTS

Using the example of color vocabulary characterizing floristic objects, it was possible to trace the lingua-specific phenomenon of multiplicity of the functional composition of language. Any functions of language considered basic are presented in their finely differentiated form.

The classical range of functions extends from nominative to stylistic. However, the gradation scale is clearly not general linguistic. It is enough to name the following functions: nomenclature-classifying, “vegetative” function, prototypical, stereotypical, value, symbolic, expressive,

aesthetic, gender, etc. These functions are most clearly manifested in the description of color designation of different types of plant communities.

The following lingua-functional features are manifested in the sphere of animalistic objects. When an animal is very well-known and very important from some point of view, its color may be omitted - perhaps information about the color is displaced by other relevant information about the animal, which, in the opinion of the dictionary authors, is more necessary (see, for example, dictionary entries devoted to the bison, carp, catfish, cuckoo, etc.).

Large discrepancies between the languages under consideration are manifested in the color designations of deer, fish, and wolf. This leads to reflections on certain differences in the tradition of lexicography of animalistic objects. In a number of cases, the color designation of living beings inhabiting our planet is based precisely on color impressions. This is primarily the case with the color designation of fish - discrepancies in color definition by languages and between authors, apparently, have their source in the objective difficulties of defining the color of these living beings, which is rarely clearly expressed, but more often represents transitional color zones. Hence, their color definition is often dictated by subjective color impressions, and not by an objective assessment. There are differences in color vision - both in languages and within language areas. When an object is complex from the point of view of color - or this color is heterogeneous, or is difficult to detect - it is in these nodes of color designation that differences appear.

The set of color terms associated with animal names is very limited. White, black (often in opposition), red, green, gray, ginger, and shades of brown are constantly repeated. This relative paucity of color range largely reflects the set of color terms for color designation of natural colors in the main animal species. At the same time, color designation can be to some extent detached from the actual color of the animal, abstracted from it. Note that the color designation brown — Spanish bury — can be given to animals in cases where their color is difficult to unambiguously determine: either if the animal's color is uneven — like a lynx or a “tiger-colored” cat, or if the color terms available in everyday language are insufficient to adequately determine this color.

In basic explanatory and phraseological dictionaries of the Russian and Spanish languages, the color designation of animals is not always recorded. It seems that the absence of color designation for some objects of the animal world results from the fact that in our consciousness, in our memory, they are stored as colorless. This happens, for example, in those cases when an object of wildlife is of little significance to us and territorially remote. Color designation is more often given to large animalistic objects than to small insects. Color is more often given to those animals that evoke in us an aesthetic feeling - we are little interested in the color of a ferret, monitor lizard or tarantula. Often, objects of the animal world appear colorless when the color is difficult to define in the color terms that are available in colloquial or literary varieties of the national language. Sometimes such objects of wildlife, the color of which is difficult to define, in Spanish receive the color designation bury “brown”. It should be noted that in the Russian language, an indicator of difficulties with verbalizing color is color naming as a consequence of the funny term for the color “gray-brown-crimson”.

Color designation often records the customary fixation of a number of animal designations for certain color meta-terms. Specific meta-terms that enter into combinations with color terms —

color, wool, fur, plumage — act in relation to animals that are distinguished by a clearly expressed color differentiation. The authors of dictionary entries in common basic dictionaries of the Russian and Spanish languages show significant differences in the explication of the color designation of animals — some dictionaries assign a color to a given animal, others do not, some dictionaries note shades, while others do not record them. From the above, we can conclude that the color vision of the authors of dictionary entries can differ significantly. In addition, not all lexicographers consider a color indicator necessary when describing an animal. At the same time, in new-generation dictionaries, especially in explanatory dictionaries of the Polish language, the tendency to record the color of animals has become more clearly evident. We should also note the significant differences in the color designations of animals between linguistic and encyclopedic dictionaries.

In some cases, color designation is an element of everyday consciousness, but not a reflection of the real color of the animal. Differences in the lexicographic description of animals often follow from differences in the orientation of lexicographers - to a naive picture of the world or to a scientific picture of the world based on empirical observations.

The user of dictionaries can have a very ambiguous impression of the color of animals, since it can differ significantly across language areas and even in dictionaries of the same language area. The extralinguistic background of changes in the classification of animals often entails a change in color designation. For many animals, their color designation is split into many components. Ethnolinguistic stereotypes are fixed by indicating the color of animals in dictionaries. The dictionary of compatibility records the color of living beings very sporadically, but not as a rule. In general, the color designation of animals can be given in the definition, or can be given in the text of the dictionary entry as an explanation, as well as as an example from a literary work.

In relation to mammals, as the analyzed material shows, the Polish language frequently uses the color term *plowy* “whitish, fawn”. The category of animals receiving such a color designation includes such dissimilar animals as a wolf, a lion and the entire deer family. A frog can also be a *plowa*. Thus, the color term *ptowy* conveys an exclusively generalized concept of color, due to which the amplitude of coverage of this color designation of representatives of the animal world is very wide. Sociopolitical color names are based mostly on the associative function of language. In this case, the most familiar color symbols are used. Differences between languages usually go back to linguacultural sources, and sociopolitical color symbolism is limited by certain social, geographical, historical and other extralinguistic boundaries.

Color ethnopriorities are quite clearly manifested in the writing, and above all in poetry. Metaphors and comparisons based on the use of color designations can be very diverse. However, what is characteristic is that they oscillate around established color stereotypes, which are ethnopriority and ethnorelevant colors. The sphere of use of such colors is quite definite. Ethnopriority colors serve to convey ethnic feelings - both to the big homeland and to the small homeland - native hut, native garden, native village, beloved city, etc. They also appear when it comes to the most intimate things for a person - love, happiness, the meaning of life. Ethnocolor, as a rule, is the center of a continuous ethnopoetry, forming an ethnolinguistic complex. As a rule, ethnocolor occupies zones of color uncertainty and color ignorance.

Ethnorelevant colors are a series of color designations to which speakers of a given language show special romantic feelings. Artifacts are often painted in these colors; they can also be the plot center of a romantic ethnopoetry. Ethnorelevant colors are close to ethnocolor in their manifestations, but in comparison with it, their characteristics appear in a somewhat weakened form.

CONCLUSION

The concept of color linguistics as an independent scientific paradigm in modern linguistics is acquiring increasingly specific features. The long journey from treating color names as a marginal phenomenon in language to recognizing color names as one of the poles of the formation of national mentalities is behind us. The current meaning of studying color terms lies precisely in their awareness as the original carriers and instruments of national cultures and languages. The institutionalization of color linguistics (linguistic color studies) as a scientific direction is obvious. A circle of scientists has formed who regularly discuss the problems of color names in different languages, a bank of coloristic problems has been formed, a sufficient volume of scientific literature on the description of color theories has accumulated, and these problems and literature are constantly discussed at relevant scientific events.

Color linguistics as a scientific direction has clearly defined the object of its scientific research — lexical units containing color semes, an object that accordingly concretizes the main subject of linguistic research — language and thinking, language and society. The conceptual and terminological apparatus of color linguistics is formed mainly on the basis of categories of comparative linguistics, such concepts as similarities — differences, convergence — divergence, correspondence — inconsistency, etc. These concepts are accepted in the work as axiomatic and are not subject to reflexive-theoretical discussion. Word-formation structures of color names and patterns of nominative processes are studied to the necessary extent, since this theoretical material occupies a significant place in the practical description of color lexemes.

An important place in the conceptual apparatus of color linguistics is occupied by methodological procedures. The set of methodological foundations of research and the named methods of analysis have created a certain type of study of color terms, which can be designated as linguistic colorimetry. The problem of "lexical class" as an independent category of semantic research is specially discussed. At the same time, the problem is considered in such a way that the lexical class as a category of linguistics is defined and qualified outside the connection with the rather ambiguous concepts of the functional-semantic field or lexical-semantic group. The main criterion for isolating a class of words (in our case, color terms) is the semantic-phenomenological view, which means that the lexical class is perceived as an inter-part-of-speech category, uniting in its composition linguistic units of different grammatical nature on the basis of an intentionally established integrative seme.

The fact that the study of color names is multi-aspectual also speaks in favor of institutionalization of color linguistics, although the statement of individual aspects was possible at a very abstract level of their isolation. Often, certain aspects are presented in a separate scientific study in a syncretic form. Nevertheless, one can speak, for example, in addition to comparative studies, about the evolutionary, psycholinguistic, cognitive, linguacultural,

nomination-term-forming and ontological aspects of studying color vocabulary. The question of the place of the problem of the functional loading of color words seems important in color linguistics. If we leave aside the discussions about the multifunctional nature of language and limit ourselves to the three traditionally named functions - communicative (language and society), cognitive (language and thinking) and semiotic (language as a sign system) - then we can very clearly trace the rather subtle, barely perceptible, but at the same time significant differentiations and multiplication of the functions of language, naturally, while maintaining the basic functions.

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